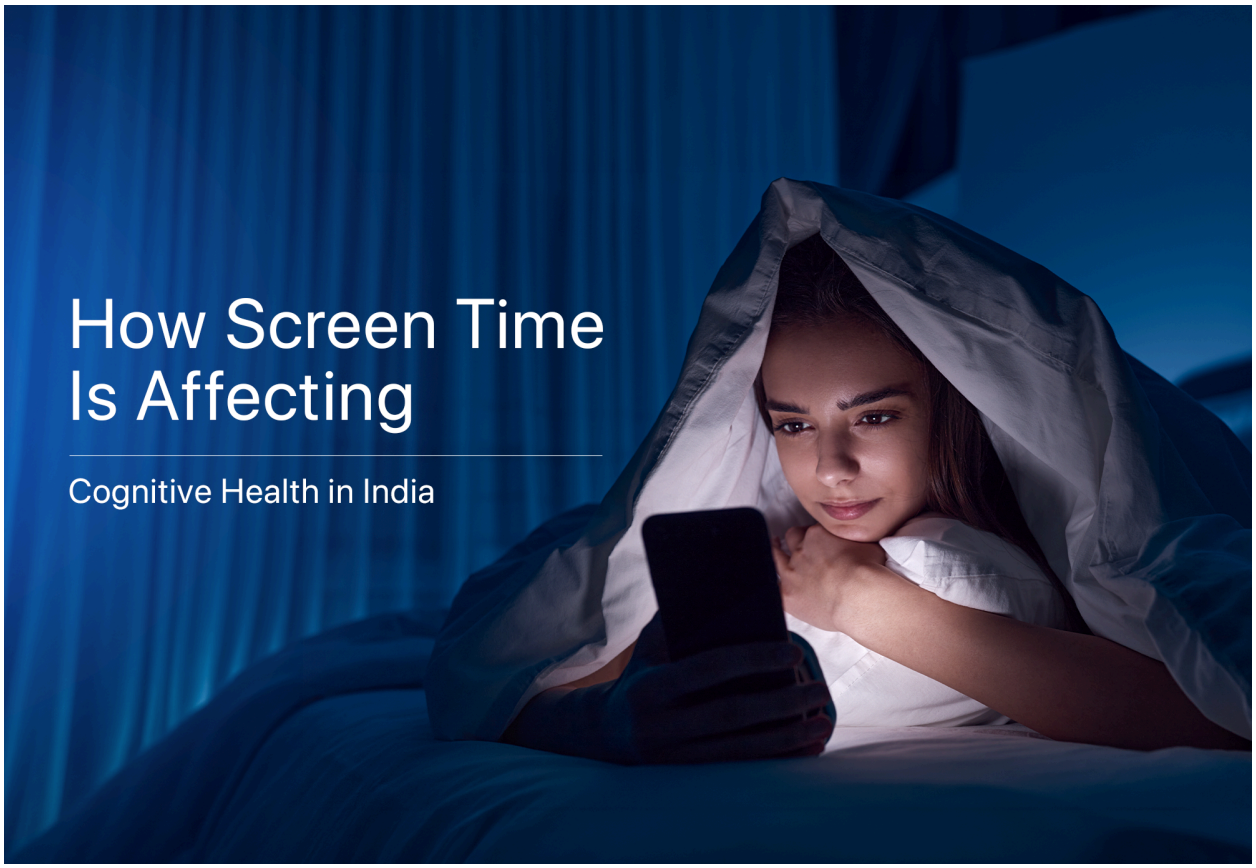
How Screen Time Is Affecting Cognitive Health in India



Let us ask you something. How many hours a day do you spend looking at a screen? If you are like most people today, the honest answer is: more than you think. Between smartphones, laptops, tablets, and television, the average adult racks up over 6–7 hours of screen exposure daily *(Statista, 2023)*.

That is more time than most of us spend sleeping. So the question is not whether screens are part of our lives. The real question is: what are they quietly doing to our brains?

As deeply invested as we are in longevity science and brain vitality, we can tell you that the effects of screen time on brain health are both real and measurable. But there is good news: with the right habits and targeted **brain vitality supplements**, you can protect your cognitive function and build true brain resilience.

What Exactly Is Happening Inside Your Brain?

The human brain requires a variety of activities to function, namely exercise, social interaction, rest, and meaningful cognitive challenge. Excessive screen time, however, creates a repetitive, overstimulated situation that disrupts this balance in several key ways.

How Screen Exposure Affects Brain Function

Brain Function	Effect of Excess Screen Time
Attention & Focus	Shorter attention span, chronic distractibility (Ophir et al. 2009, Stanford University)
Sleep Quality	Blue light suppresses melatonin by up to 23% (Harvard Medical School, 2020)
Memory & Learning	Reduced working memory; slower information processing (Small et al. 2020, UCLA)
Emotional Regulation	Heightened anxiety, mood fluctuations, stress pathway activation (Twenge & Campbell, 2019)
Child Development	Delayed language, reduced social skills (under-5s) (WHO Guidelines, 2019)

The Blue Light Problem And Why Sleep Is Non-Negotiable

One of the most well-researched **cognitive decline lifestyle factors** is poor sleep, and screens are a primary reason. Screens emit blue light in the 400–490 nm range, which directly cuts melatonin production, a hormone your brain depends on to initiate deep, restorative sleep *(Chang et al., New England Journal of Medicine, 2015)*.

Most people believe that sleep is just “rest time,” but it’s actually when your brain does some of its most important work. While you sleep, your brain organises memories, clears out waste, and repairs and strengthens connections. Not getting good sleep and spending too much time on screens can seriously affect your mental health and overall well-being over time.

Screen Time and Memory Loss: Is There a Real Link?

The connection between **screen time and memory loss** is backed by growing evidence. A 2020 study from UCLA found that individuals who frequently multitasked across digital devices showed measurable reductions in working memory capacity and recall speed *(Small GW et al., Psychiatry Research, 2020)*.

In children, neuroimaging studies have revealed structural changes in the prefrontal cortex or the region that controls reasoning and impulse control, following high screen exposure *(NIH ABCD Study, 2018)*.

How Much Is Too Much? Recommended Screen Limits by Age

Screen Time Guidelines

Age Group	Recommended Limit	Notes
Under 2 years	Avoid entirely	Except for video calls with family
2–5 years	Max 1 hour/day	Supervised educational content only
6–17 years	1–2 hours/day	Non-educational recreational screen time
Adults	Max 2 hours recreational/day	Breaks every 20 min recommended

Source: American Academy of Paediatrics (AAP), WHO, and NHS Guidelines

What Can You Do? Building Your Brain-Protection Routine

Completely cutting out screens is not possible in our current world. That's why the real goal is to use them more mindfully, create healthy habits, and support your brain at a deeper, cellular level. Here are a few simple and effective ways to do that:

- **The 20-20-20 Rule:** Every 20 minutes, take a short break and look at something about 20 feet away for 20 seconds. This helps reduce eye strain and mental fatigue.
- **Set a screen curfew:** Try to avoid screens for 1–2 hours before bedtime so your body can naturally produce melatonin, the hormone that helps you sleep.
- **Create tech-free zones:** Keep spaces like the dining table and bedroom free from screens to make more room for quality rest and meaningful interactions.
- **Use blue light protection:** Turn on Night Mode on your devices or use blue-light-blocking glasses in the evening to reduce strain on your eyes and brain.
- **Support your brain from within:** Along with these habits, taking care of your brain at a cellular level is important. This is where **brain vitality supplements** can play a helpful role in maintaining focus, clarity, and overall mental well-being.

Supporting Brain Vitality From the Inside Out

While lifestyle habits like quality sleep, movement, and reduced screen time are the cornerstone to maintaining cognitive health, **true brain vitality is built at a cellular level**. The right nutrients don't just support how you feel; they influence how your brain repairs, protects, and performs over time.

A **nutrient-first approach**, supported by targeted supplementation where needed, can help bridge modern-day gaps effectively.

Brain Vitality: Nutrients, Challenges & Smart Supplement Options

Challenge & Root Cause	Key Nutrients & Their Role (Why It Matters)	How to Incorporate & Outcome
Mental fatigue Declining NAD+ levels	**NMN, B Vitamins** Boost NAD+ levels, support cellular energy, DNA repair & neuroprotection → critical for sustained brain energy	**Decode Age β-NMN** Improves energy levels and sharpens cognition
Poor sleep Magnesium deficiency, stress	**Magnesium (multi-form), Vitamin B6** Regulates neurotransmitters, promotes relaxation → supports deep sleep & recovery	**Decode Age Mag7™** Enhances sleep quality and recovery
Brain fog Neurotransmitter imbalance	**Magnesium (L-Threonate, Taurate)** Supports synaptic function → improves focus, clarity, and cognitive processing	**Decode Age Mag7™** Boosts mental clarity and focus
Cellular ageing Reduced autophagy	**Spermidine** Activates autophagy (cellular cleanup) → supports brain longevity & resilience	**Decode Age Spermidine Trihydrochloride** Promotes cellular renewal and brain health

Chronic stress Hormonal & neural strain	**Magnesium, Vitamin B6, trace minerals** Regulates stress response & neurotransmitters → stabilises mood and resilience	**Decode Age Mag7™** Improves stress resilience and overall balance

How These Nutrients Support Screen Detox & Brain Vitality

1. Rebuild Your Natural Energy (So You Don't Rely on Screens to Stay Alert)
NMN helps restore declining NAD+ levels, giving your brain steady cellular energy. The result: less mindless scrolling to "wake yourself up" and more sustained, real focus.

2. Fix Sleep Cycles Disrupted by Late-Night Screen Use
Magnesium and Vitamin B6 calm the nervous system and regulate neurotransmitters, making it easier to fall asleep naturally, even after prolonged screen exposure.

3. Clear Brain Fog Caused by Digital Overload
Targeted forms of magnesium (like L-Threonate) support cognitive processing and synaptic health, helping you regain clarity after long hours of multitasking and screen fatigue.

4. Reset Your Stress Response (Instead of Escaping Into Screens)
Chronic screen use often masks stress. Magnesium and trace minerals help regulate cortisol and calm neural activity, reducing the urge to seek distraction as a coping mechanism.

5. Support Deep Cellular Recovery from Constant Stimulation
Spermidine activates autophagy, that is, your brain's cleanup system, helping repair cellular damage caused by overstimulation, poor sleep, and mental fatigue.

6. Build Sustainable Focus & Discipline Over Time
With better energy, sleep, and stress control, your brain becomes less dependent on dopamine spikes from screens, making it easier to focus, be present, and stick to healthier habits.

Your Brain Deserves Better Than Passive Screen Time

Screens are not going anywhere, and nor should they. But an informed, proactive approach to brain vitality, one that combines smart screen habits with the right nutrition, makes all the difference. Start with the 20-20-20 rule. Establish a screen curfew. And consider a targeted **brain vitality supplement routine** built around Decode Age β-NMN and Mag7™. Your brain is your most valuable longevity asset. Give it the science-backed support it deserves.

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FAQ's

1: How does screen time affect brain health over time?

Chronic screen exposure shortens attention span, disturbs sleep, and accelerates NAD+ depletion, all of which affect cognitive performance. Supporting your brain with targeted **brain vitality supplements** like DecodeAge β-NMN can help with issues before they build up.

2: Can a supplement really help with screen-related cognitive fatigue?

Yes. DecodeAge β-NMN 250mg clinically raises NAD+ levels by 38%, directly fuelling the energy metabolism and DNA repair your brain needs after prolonged screen exposure.

3: How does Mag7™ support sleep disrupted by screen time?

DecodeAge Mag7™ contains seven bioavailable magnesium forms plus active Vitamin B6, which regulates GABA, serotonin, and melatonin. Taking it every night helps restore the deep, restorative sleep essential for memory consolidation and next-day mental clarity.

4: Who should consider taking DecodeAge β-NMN and Mag7™ together?

Anyone over 30 experiencing cognitive fatigue, poor sleep, or reduced focus from high screen exposure. Together, they form a comprehensive **brain vitality supplements** stack that restores sleep quality and resilience to stress.

5: Are DecodeAge supplements safe for daily use?

Both β-NMN and Mag7™ are vegetarian, allergen-free, third-party tested, and manufactured under strict quality standards with 99%+ purity. They are formulated for consistent daily use, though we recommend consulting your doctor if you are on medication or have underlying conditions.